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HOW ADARF SERVES ONTARIO



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The Symbol of Help

THE symbol of the Alcoholism and Drug Addiction Research Foundation is a hand and the tree of life. It represents the help that this organization has given to thousands in attaining a new and better way of life.

A provincial agency established in 1949, ADARF serves the people of Ontario by providing research, education and rehabilitation programs designed to reduce addiction to alcohol and to other drugs. A highly trained staff and the co-operation of community groups throughout Ontario are instrumental in extending the scope of these activities.

ADARF is governed by a board of trustees appointed by the Lieutenant-Governor in Council. It is financed largely by an annual grant made through the Ontario Department of Health.



Thousands of Ontario people benefit directly and indirectly from the efforts of ADARF in research, treatment and education.

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The Foundation

Its History, How it is Governed and Financed

By establishing the Alcoholism Research Foundation in 1949, Ontario became the first province to deal with alcoholism as a public health problem. Setting another precedent and widening the scope of its agency, the government changed the name in 1961 to the Alcoholism and Drug Addiction Research Foundation.

H. David Archibald became the Foundation's first executive director and he continues to serve in this capacity. Mr. Archibald, aided by a competent staff and encouraged by the government, has been largely responsible for the expanding services provided by the Foundation.

The Foundation began operations in a converted residence in Toronto and its headquarters now occupies several buildings in central Toronto. A new head office building is scheduled for early completion.

There are seven regional centres across Ontario (as of 1966) and the Foundation plans to operate or sponsor 20 separate treatment service units before the end of 1967. This expansion is necessary since there are between 90,000 and 100,000 alcoholics in Ontario, more than 1,000



S. R. Stevens, Chairman of the Foundation, left, and H. David Archibald, Executive Director, discuss ADARF plans. Services have been extended across the province since the Foundation was established in 1949.



Now a province-wide organization with an international reputation, the Alcoholism and Drug Addiction Research Foundation spent its early years in this building in midtown Toronto.

narcotic addicts and an unknown number of persons dependent on other addicting drugs. The Foundation's forecast indicates there may be 120,000 alcoholics in Ontario by 1980 and an additional 40,000 in the 1990's unless prevention and treatment activities are continually expanded.

The Foundation has traditionally developed along three closely related lines — research, treatment, and education.

Given broad terms of reference and freedom of action, it has developed a program that has earned it an international reputation. Ontario has given leadership and counsel to other provinces and countries, while Mr. Archibald and other key staff members have served with distinction on national and international committees.

A close and mutually beneficial association is maintained with Ontario universities. Foundation boards include representatives from university medical faculties, the social sciences, law, and other relevant departments, while a number of Foundation staff members have university appointments.

The Foundation is governed by a board of trustees ("Members of the Foundation") appointed by the Lieutenant-Governor in Council. Comprised of leading business and professional men who serve on a voluntary basis, it is financed by an annual government grant, which has been increased each year, and which in 1966 amounted to more than \$3,000,000.

How Ontario Successfully Combats Alcoholism

Community Services Stressed in Broad Program

In 1965 the Foundation provided treatment for some 3,300 alcoholics and drug addicts. This number has been increasing each year since its inception.

Nevertheless, the total number to receive treatment at the Foundation in 1966 represents but a fraction of the 90,000 to 100,000 alcoholics in Ontario.

The Foundation is what might be termed a pilot operation. It develops knowledge and skills for practical use by others who come in contact with the alcoholic in the community where he lives and works. The Foundation cannot provide services necessary to meet the requirements of the total alcoholic population. Rather its basic policy is to maintain a service which is adequate to:

- (a) Permit clinical investigation of important problems;
- (b) Provide facilities for training professional people to help alcoholics whom they meet in institutions or in the community.

Executive Director H. David Archibald outlined the Foundation's objectives in the organization's Fifteenth Annual Report. He said, "While further growth in the Foundation's patient load is anticipated, the indefinite expansion of specialized clinical facilities is very far from being the Foundation's aim. Instead we hope that the experience gained in our clinics will find its way into widespread use by all healing professions and services, wherever they may be throughout the province."

"It is particularly important," continued Mr. Archibald, "that general hospitals should provide more necessary services for alcoholics, on both an in-patient and out-patient basis. Developments in treatment technique now make it possible to eliminate many of the difficulties which formerly used to make hospital staffs reluctant to deal with alcoholics."

While providing scientific knowledge and thoroughly tested techniques for use by others, the Foundation is also expanding the services it now performs. Apart from the valuable work done at its Toronto headquarters and in regional centres across the province, the Foundation is planning to operate or sponsor additional treatment units over the years ahead.

Moreover, because of the many community service organizations which can take part in assisting the recovery of alcoholics, the Founda-

tion is giving support to several independent rehabilitation projects through a limited grants-in-aid program. It is the intention to expand this program as it can play an even larger role in increasing local participation in dealing with problem drinkers and drug addicts.

Continuing research by the Foundation supplies the key to many problems in the successful treatment of alcoholism. More than 150 scientists are engaged in research directly undertaken by the Foundation or sponsored by it in Ontario hospitals and universities. In its first 15 years of operation ADARF has undertaken 165 different research projects.

Clinical research is producing procedures which will allow comparison of conditions related to many aspects of the social, psychological and physical health of patients before and after treatment. This is important since many factors other than drinking behavior may contribute to improvement after treatment.

Other current studies include the effect of parental alcoholism on children, patient motivation, and the development of methods to forecast probable length of treatment for incoming patients.

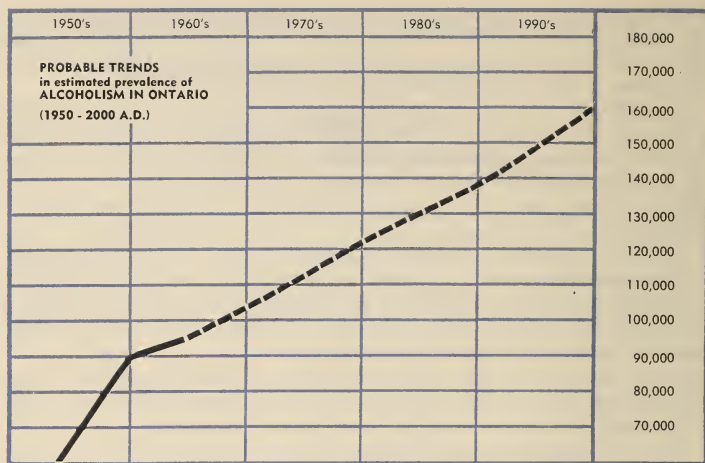
Medical scientists are conducting a comprehensive study of changes in body chemistry occurring in hospitalized patients undergoing withdrawal from severe intoxication. Extensive studies on metabolic and cellular basis of increased tolerance to alcohol are under way.

Important knowledge about a "cannabis" extract (an active ingredient of marihuana) is being gained from psychological studies.

Sociological work includes completion of an extensive chronic drunkenness offender project, an analysis of a second Foundation survey of all alcoholics in one Ontario county, and a comprehensive study of drinking behavior and of alcoholic problems among Ontario reserve Indians.



Widely experienced in easing human suffering, clergymen and public health nurses are of great assistance to the families of alcoholics. They know many such families personally through their regular work and can visit them without causing embarrassment.



Widespread Expansion

Many expansion plans of the Alcoholism and Drug Addition Research Foundation materialized in 1966. Some of the highlights were as follows:

- Increased the bed capacity of its Toronto teaching hospital to 24 beds. Established a separate day treatment unit, a recreational centre for former patients and an experimental halfway house.
- Proceeded with arrangements for a downtown 50-bed detoxication and screening unit in Toronto for chronic drunkenness offenders.
- Completed plans for a 100-bed teaching hospital and extensive out-patient clinic to be part of the modern provincial headquarters, soon to be built.
- Expanded its experimental unit in the Ontario Hospital, Kingston, to 20 beds.



Regional directors meet to discuss matters of mutual interest with Foundation headquarters staff in Toronto.

- Opened out-patient facilities in Sudbury and a consultation centre in Sault Ste. Marie.
- Reorganized services at the Lakehead in larger quarters.
- Increased its caseload in Ottawa and extended consultation services to other communities in Eastern Ontario.
- Opened a new regional office at Windsor.
- Expanded the London Clinic to accommodate 600 patients a year.
- Moved its Hamilton clinic to larger premises; provided a grant-in-aid to a new "halfway house" type of rehabilitation unit initiated privately in Hamilton, and proceeded with arrangements for a new 50-bed teaching hospital for alcoholics in that city.

Foundation's New Building To Have Finest Facilities

The Alcoholism and Drug Addiction Research Foundation's many years of experience in combating one of man's most destructive health problems will be reflected in the new ADARF provincial headquarters. Scheduled for early completion, the imposing building will be located in central Toronto and it will contain the latest facilities for research into the causes and treatment of alcoholism and drug addiction, and for the training of professional personnel in this field.

Among the modern facilities will be an in-patient unit with 100 active treatment beds. This will serve the threefold purpose of treatment, clinical research and professional training. (The Foundation also plans to establish additional in-patient units as soon as possible which will be associated with each of five universities in Ontario where the education of health service personnel is in progress.)

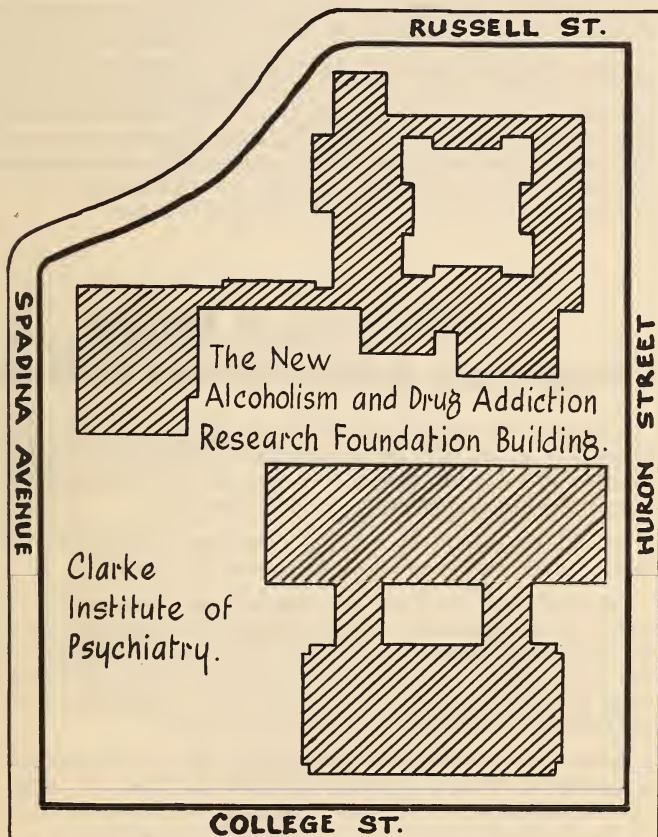
Some idea of the need for trained personnel may be gained from an excerpt from the Foundation's Fifteenth Annual Report, which reads in part as follows:

"The anticipated expansion of treatment facilities calls for a fourfold to fivefold increase in the number of professional personnel (physicians, social workers, psychologists, nurses, etc.) having some specialized training in the management of addictions . . ."

The new provincial headquarters, with its fully equipped in-patient hospital, research laboratories, and education facilities, will undoubtedly play an important role in the future management and prevention of addiction problems in Ontario. It is expected to be the most modern and most complete centre in the world for the scientific study of all forms of addiction.

Much-needed facilities for the expansion of the Foundation's education program will be built into the new structure. These will enable the Foundation to increase its preventive education program to maximum effectiveness.

The Foundation's new provincial headquarters on the University of Toronto campus will be the most modern centre in the world for the scientific study of all forms of addiction. This map shows the location in relation to the newly opened Clarke Institute of Psychiatry.



Definitions

"Dependency — Addiction"

THE World Health Organization's Expert Committee on Addiction-Producing Drugs now recommends substitution of the term "drug dependence" for the terms "drug addiction" and "drug habituation". By "drug dependence" this distinguished international committee means *"a state arising from repeated administration of a drug on a periodic or continuous basis"*, such dependence may be psychic or physical or both.

This pronouncement, dated 1964, recalls a definition of alcoholism published by the Addiction Research Foundation in 1961, which stated: *"An alcoholic is a person who has become physically dependent upon the presence of alcohol in his system, or has developed a psychological need for its anaesthetic effect, or both."* The WHO choice of words is also reflected in the titles of two popular Foundation publications, "Dependent Man" and "Man and Chemical Comforts".

Confidence in Future Based on Achievement to Date

Alcoholism has been an affliction of mankind for centuries. Yet in the 15 years of its existence, the Alcoholism and Drug Addiction Research Foundation has made significant progress in determining methods to bring this menace to public health under control.

This is the gist of Foundation Chairman S. R. Stevens' Annual Report to the Ontario Government for the year 1965.

"We have not found all the answers," says Mr. Stevens, "but by concentrated endeavor in this specialized field of scientific and clinical study, the Foundation's activities have now placed the health authorities of the Province of Ontario in a position to begin expanding treatment and preventive services in this field with some confidence that they are following procedures most likely to succeed."

When the Foundation was established, recalls Mr. Stevens, there was a scarcity of trained personnel available for research projects and clinical and educational services. Today the staff is nearing 300, and is much closer to the size needed to accomplish its purposes.

There is increasing emphasis on the training and involvement of professional men and women not employed by the Foundation. As a result more trained personnel are available to work effectively with addicts in communities across Ontario.

Over the years the Foundation's research programs have, among other achievements:

- developed devices which enable the police to take on-the-spot breath samples of drivers suspected of being impaired;

- developed a new protective drug (Temposil) which helps physicians to treat alcoholism;

- discovered new information about that part of the brain in which the effects of alcohol begin;

- and pioneered the experimental use of a wide variety of medical, psychiatric and social treatments for alcoholics and other addicts.

WHO ARE ONTARIO'S ALCOHOLICS?

9/10 still have some normal social and / or family ties	1/10 are "skid row"
5/6 are male	1/6 are female
5/6 are urban	1/6 are rural
2/3 are between the ages of 30 and 54	1/3 are older (22%) or younger (11%)
5/8 have grade 8 education or less	3/8 have some high school or university education
1/2 are periodic drinkers who tend to "lose control"	1/5 are 'inveterate' drinkers 3/10 represent complications
1/2 are fully employed	1/3 are wholly or partly unemployed 1/6 are not in the labour force



A friendly receptionist greets people who need help. She receives telephone calls from prospective patients, professional people and members of alcoholics' families and makes arrangements for appointments.

Clinical Services in Ontario

Clinics in Several Cities Provide Complete Treatment

Thousands have benefited through the efforts of those who staff Foundation clinics in Ontario.

Services of Foundation clinics are available to any Ontario resident who has a problem with alcohol (or other addicting substances) and a sincere desire for help.

Out-patient services are provided at the Toronto clinics and at all branches in the province. In-patient service is also available at the Toronto clinic. Clinics and consultation centres are operating at Fort William, Sault Ste. Marie, Sudbury, London, Hamilton, Kingston, Ottawa and Windsor, and others will be opened. The address and telephone number of each clinic is listed in the telephone directory of the city in which it is located, under the name of the Alcoholism and Drug Addiction Research Foundation.

Various forms of consultation, treatment and counselling are provided, depending on a patient's requirements. There is no charge for

these services and any medication is supplied at cost price. (If a patient is unable to pay for required drugs, no charge is made for them.)

Individual counselling and group therapy are available for both alcoholics and members of their families.

Appointments are often made by a patient's doctor, by industrial physicians, or other professional persons. Anyone with a drinking problem or a member of an alcoholic's family may phone or write for an appointment. (As with most other clinics, Foundation clinics have waiting lists.)

Having a full range of medical and surgical services, general hospitals are best equipped to deal with acutely ill patients.

Complete information about hours and appointments is readily obtained from your nearest clinic. At the Toronto clinic a patient's initial appointment with a doctor or social worker is usually scheduled between 9 a.m. and 5 p.m. on a convenient day from Monday to Friday.

Most out-patients find that some combination of the services offered meets their requirements. These include medical care, psychotherapy, group therapy, social counselling, and social, occupational, and recreational therapy. Length of treatment varies according to a patient's condition and progress.

Visits to the clinic by relatives and friends are encouraged. Their interest usually assures that treatment will be more successful.

In addition to individual counselling, some clinics conduct group meetings for wives and married couples. Some alcoholics have sought help only after their wives have received counselling. Even though an alcoholic resists treatment, the clinic staff may be of help to the family.

SOURCES OF PATIENT REFERRAL **(New Patients in 1965)**

Alcoholics Anonymous	95	Employers, Industry	35
Family and Friends	281	Other Patients	76
Physicians	444	Clergy	37
Self-referral	156	Publicity	73
General Hospitals, Clinics	148	A.R.F. Branches	15
Agencies	178	Unknown	46
Courts, Lawyers, Reform	44	TOTAL	1,628



A nurse checks on the condition of a newly arrived patient at the Foundation's in-patient hospital in Toronto for acute alcoholism cases.

Special Services at Toronto

Having an in-patient hospital, the Toronto clinic offers special services. It has 24 beds, but few of the customary rules and regulations of an institution as such. The atmosphere is more like that of a family home where patients with similar problems are cared for by understanding staff.

A physician is in constant attendance. On his recommendation various forms of consultation, treatment and counselling are immediately available.

While the clinic tries to accommodate patients as soon as possible, there is often a waiting period of several weeks for in-patient service. Toronto residents may have several appointments at the out-patient clinic before entering the in-patient hospital.

The Toronto clinic introduced a day-care program in 1961, and formalized this into a Day Treatment Unit in 1965. Here a number of patients who live at home receive the full service of the in-patient unit, including meals. They arrive each morning and remain until the evening meal. Day-patients receive the same professional treatment as those resident in the hospital. Moreover, they benefit from daily contact with other patients in the hospital atmosphere.

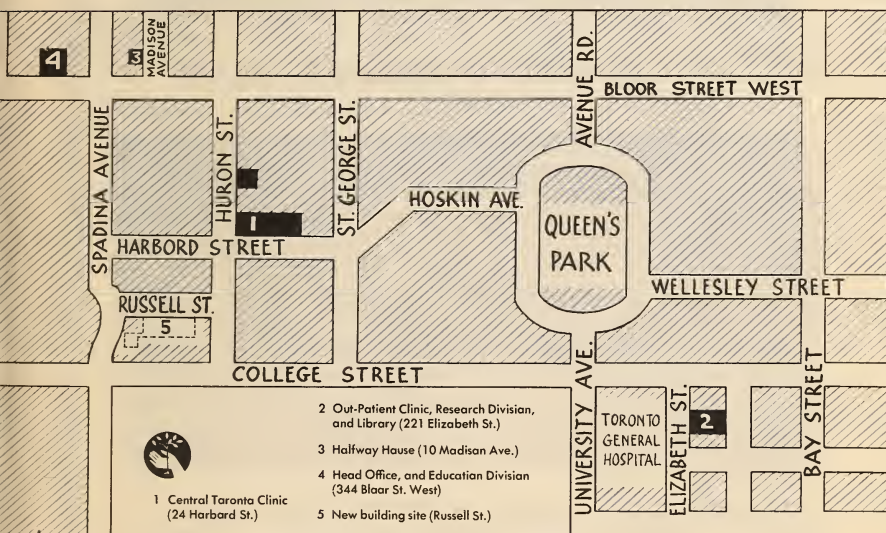
Facilities include a large, well furnished lounge (where coffee is always available), a games room, reading room and the occupational therapy room where activities are voluntary and informal.

Outside the centre at 24 Harbord Street, spacious grounds are used for horseshoe pitching, badminton and other sports. An outdoor barbecue, built by patients, is the scene of many enjoyable cookouts.

Recreational and social activities are important aspects of successful treatment. In 1962 a social club and activity centre was established in a separate building for the use of former patients, out-patients and in-patients. It is open from 9 a.m. to 11 p.m. daily, except Sunday.

A club committee comprised of patients arranges such activities as dances and bingos, while the C.B.C., Maple Leaf Stadium and local theatres generously donate passes for in-patients and club members. Volunteers often attend patients' social functions and help to make them more successful.

Foundation Locations in Central Toronto





Personal information about patients and the progress they make in treatment is filed and kept in strict confidence.

In Strict Confidence

Are Foundation records completely confidential?

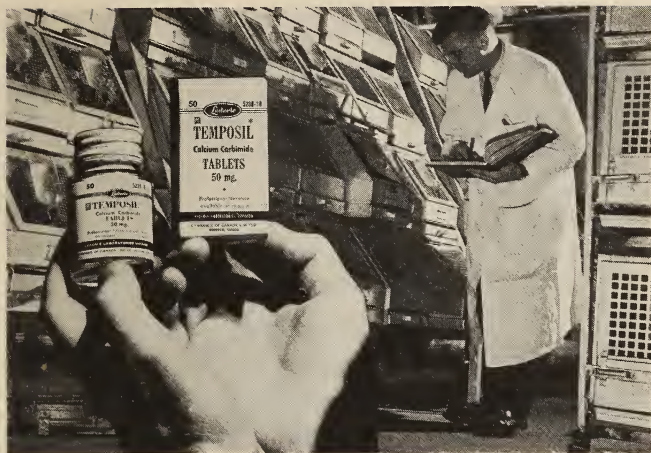
This question is sometimes asked by prospective patients, relatives and friends of alcoholics. All information received is regarded as strictly confidential. No person or organization is contacted without the full approval of the patient.

How Patients Come to Us

Referral sources differ between clinics but generally speaking most patients come to the Foundation on the recommendation of doctors, A.A., family and friends. General hospitals, other clinics, social agencies, former patients, business and industrial companies and the courts also refer alcoholics to Foundation clinics. Other patients come of their own volition.

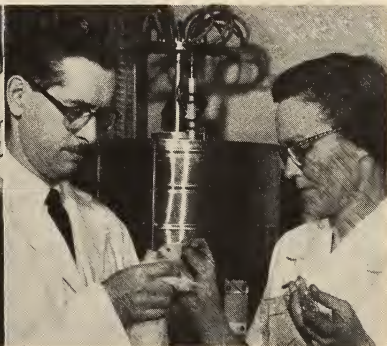
Foundation literature, publicity, and newspaper advertisements are effective in acquainting Ontario residents with ADARF services.

Some Contributions of the Foundation



Research

Foundation scientists developed Temposil, a drug now used throughout the world in the treatment of alcoholism.



Left, the problem of alcoholism in industry is under constant study. Here a Foundation staff member interviews a factory worker. Right, animals are used in ADARF laboratory study of metabolic and endocrine effects of alcoholism.

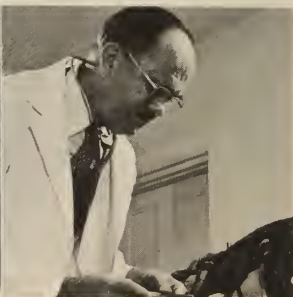
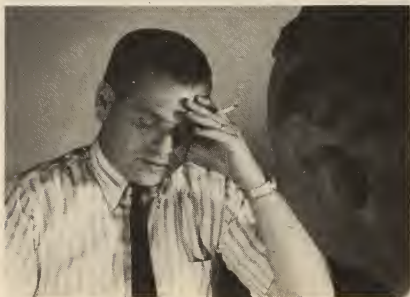
Assisting the Community



Young alcoholics appearing in court are helped by magistrates who are well informed about alcoholism.



Left, clergymen contribute by counselling alcoholics and their families. Right, one of many Ontario secondary school teachers who help to prevent alcohol problems through classroom discussions with the aid of teaching materials prepared by the Foundation.



Left, employers help to check the spread of alcoholism by guiding problem employees into treatment and making their cooperation a condition of continuing employment. Right, doctors often advise alcoholics to secure treatment at Foundation clinics.

The Library



The librarian at work on the Classified Archive of Alcoholic Literature which provides easy access to any topic in the vast collection of published material on alcoholic problems.

The most complete source of information on alcohol and drug addiction problems in Canada, the Alcoholism and Drug Addiction Research Foundation's library, is located on the fifth floor at 221 Elizabeth Street, Toronto.

It contains some 3,000 bound volumes, about 4,000 reprints and original articles and 160 current periodicals.

The library was started to serve staff needs. As it grew and became more widely known, many professional people and university, nursing, and other students began to make use of its services.



The reader-printer, here being operated by a Foundation research archivist, projects all types of microfilm in original page size. It can also produce a copy in the original size.





Physicians from across the province attend regular seminars on alcoholism sponsored by the Alcoholism and Drug Addiction Research Foundation and the College of General Practice.

Community Seminars

The main functions of the Foundation's Education Division are to provide professional orientation to the field of addictions and public information.

Factual material and the latest techniques in treatment are supplied to physicians, nurses, social workers, clergy, personnel officers, magistrates, probation officers, and all others who in the course of their daily work help addiction victims and their families. Special factual material is provided for teachers.

In collaboration with clinical and research divisions seminars, workshops and short courses are conducted in many parts of the province. Appropriate material appearing in professional journals and special publications is also circulated to interested individuals and groups. Speakers address many professional and community gatherings.

Extensive use of the best available films is made in training sessions. Clinic patients, AA and Al-Anon members often present first-hand case material to bring discussions to life.

Important survey work is undertaken by the Education Division's research unit. It investigates current public beliefs and attitudes regarding addictions and the Foundation's activities, besides assessing the effectiveness of various parts of the education program.

Consultants are retained to serve such specific fields as public health, industry, teaching, and youth work.



One of many panel discussions held in various Ontario communities. Participating here with ADARF staff are a physician, a local clergyman and a recovered alcoholic.

Father John Ford, S.J., Washington, D.C., right background, was guest speaker at ADARF sponsored clergy seminar.



Student nurses have their questions answered by a member of the ADARF nursing staff during a field trip to the Foundation.



International Authorities Address Summer Courses

Beginning in 1962 at the University of Toronto, the Foundation has presented an annual residential summer course for professional people and community leaders of the province. The two-week course on Alcohol and Problems of Addiction is co-sponsored each year by a different Ontario university and it achieves a very high academic level in its 100 hours of intensive study. The course is specially designed for those engaged in developing and supervising programs which aim at reducing problems of addiction wherever they may occur.

In addition to leading research scientists, clinicians, and educators from the Foundation's own staff, the course each year features one or more international authorities from other countries. The late Dr. E. M. Jellinek, long acknowledged as the world's leading scientist in this field,



DR. JELLINEK

DR. JACOBSEN



DR. WARIS

was associated with the course from its inception until the time of his death. Dr. Erik Jacobsen, Professor of Pharmacology, Royal Danish School of Pharmacy, Copenhagen, Denmark, lectured to the course on two occasions; and more recently Professor Heikki Waris, head of the Institute of Social Policy, University of Helsinki, Finland, was a guest lecturer.

Each year a limited number of participants who are not residents of Ontario are admitted to the course. This policy has brought participants from the other Canadian provinces, from the United States, the United Kingdom, and Southern Rhodesia.



The Foundation's Education Division produces an informative quarterly publication and adds regularly to a list of more than 50 educational booklets.

Free and Effective Literature

The Education Division plays a vital role in informing Ontario people of all ages and occupations about alcoholism and other addictions.

Its objectives are twofold. It seeks to keep all users of addicting substances informed about their effects (in order that they will not unwittingly become addicts); and to encourage those who use these substances excessively and those who work with them to recognize danger signs and seek help immediately.

The division publishes many free and attractive booklets, as well as a quarterly publication **ADDICTIONS** which is also free to interested residents of Ontario. It produces motion pictures, radio, and television material. The Foundation's newspaper advertisements are widely considered to be the most effective yet designed to combat alcoholism and drug addiction.

Regular contact is maintained with newspaper and magazine editors and with radio and television producers. A constant effort is extended to interest writers and speakers in addiction-related problems.

Films are available in Ontario without rental charge, but the borrower is requested to pay express charges. Information about films and publications may be obtained from the Education Division, 344 Bloor St., W., Toronto, and through ADARF consultation centres across the province.



Left, Drs. Murray Hoover, Mary Purdy, and James Carlisle discuss medical management of patients in their respective ADARF clinics in London, Hamilton, and Ottawa. Right, regional director Charles Aharan consults Dr. Wolfgang Schmidt of the Research Division on a study project.

Regional Centres Serve Large Areas in Province

The important work of the Alcoholism and Drug Addiction Research Foundation is capably carried out across Ontario through regional centres and branches.

London and Ottawa centres were established in 1954; Hamilton in 1958; the Lakehead (Fort William) in 1962; Sudbury in 1965; and Windsor in 1966. Other regions are currently under development and new offices are being established within regions.

As a result of experience gained by the original branches, the Foundation has accumulated information which is invaluable in extending its services across the province.

The trend is to extend community consultation and education services and to increase opportunities for professional training until all parts of the province are within reach of help.

Information about local services should be obtained directly from the Foundation's nearest centre.

Regions of Ontario Served by the Foundation

REGIONS OF ONTARIO

1. Eastern Ontario
2. Lake Ontario
3. Metropolitan
4. Niagara
5. Lake Erie
6. Lake St. Clair
7. Mid-Western Ontario
8. Georgian Bay
9. Northeastern Ontario
10. Northwestern Ontario



What Others Say . . .

"Thirteen years ago the Province of Ontario established the Alcoholism and Drug Addiction Research Foundation. It was the first official organization set up for the express purpose of finding out, through a research program, how best to deal with the problem of alcohol addiction. It has been kept going through annual provincial grants. It has set up a remarkable record.

"Since its establishment the A.D.A. Research Foundation has carried out or sponsored 145 separate projects in scientific fields related to addiction. It has set up alcoholism clinics in the cities of Toronto, Hamilton, London, Ottawa, and Fort William, and an out-patient treatment centre for narcotic addicts in Toronto. As well as treating several thousands of alcoholics and other addicts, it has provided training services for hundreds of physicians, social workers, pastoral counsellors, teachers, and members of other professions. . . ."

— *The Niagara Falls Evening Review*

"Ontario and Care of Alcoholics"

"The Ontario government sponsors one of the most forward-looking and internationally-renowned centres for the care and treatment of alcoholics in the world.

"Its Alcoholism and Drug Addiction Research Foundation has been recognized by the World Health Organization as having a well-rounded program.

"Experts from Europe and the United States come to study its operation and well-developed program.

"In October, Ontario's program to combat alcoholism was called 'among the best, if not the best in North America' by Dr. Thomas Plaut, a Stanford University psychologist."

— *The North Bay Nugget*

"The Use of Narcotics"

"The illustrated booklet on the use — or misuse — of drugs prepared by the Alcoholism and Drug Addiction Research Foundation of Ontario deserves the widest possible circulation. Several years ago, the Foundation published a similar booklet on alcoholism which graphically described the ill effects of intemperance on physical and mental health. The brochure was well received, and the new pamphlet should also be distributed as widely as possible in schools, and among social agencies and the public generally.

"The kind of booklet now published by the Foundation could, if properly employed, form an educational basis that would bring rich rewards to future generations."

— *The Ottawa Citizen*

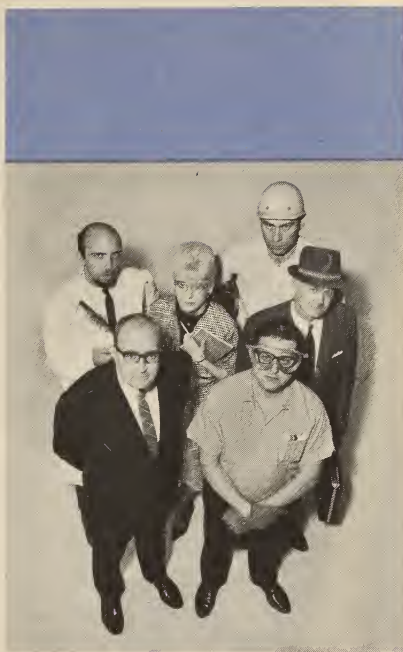
Foundation's Advertising Brings Results

A scientific approach in the preparation and distribution of questionnaires to the public has resulted in a series of Foundation newspaper advertisements that have proved remarkably effective.

Offering helpful information the well illustrated advertisements have intriguing headings such as, "Does this cute 16-year-old ever take a drink?", "Who taught this boy to drink?", "How do you tell an alcoholic?"

Each advertisement includes a coupon which may be clipped and sent to the Foundation for free educational material about various aspects of alcoholism and other addictions. Public response, especially from responsible parents, young people, and employers, has been phenomenal.

One typical advertisement appears opposite and two others may be seen on follow-



How do you tell an alcoholic?

Do you notice his trembling hands, his bloodshot eyes, his frequent absences?

These obvious signs of alcoholism seem unmistakable. But many employers won't recognize the alcoholic until his work is seriously affected by his addiction.

By that time, treatment is difficult and ultimate cure less likely.

In Ontario today there are over 50,000 employed alcoholics.

Typically this is a man in his most productive years, with a steady job and the responsibilities of a home and family.


He could be anyone—a top executive with a bottle in his desk—a super salesman entertaining on an expense account—a line worker on a payday binge.

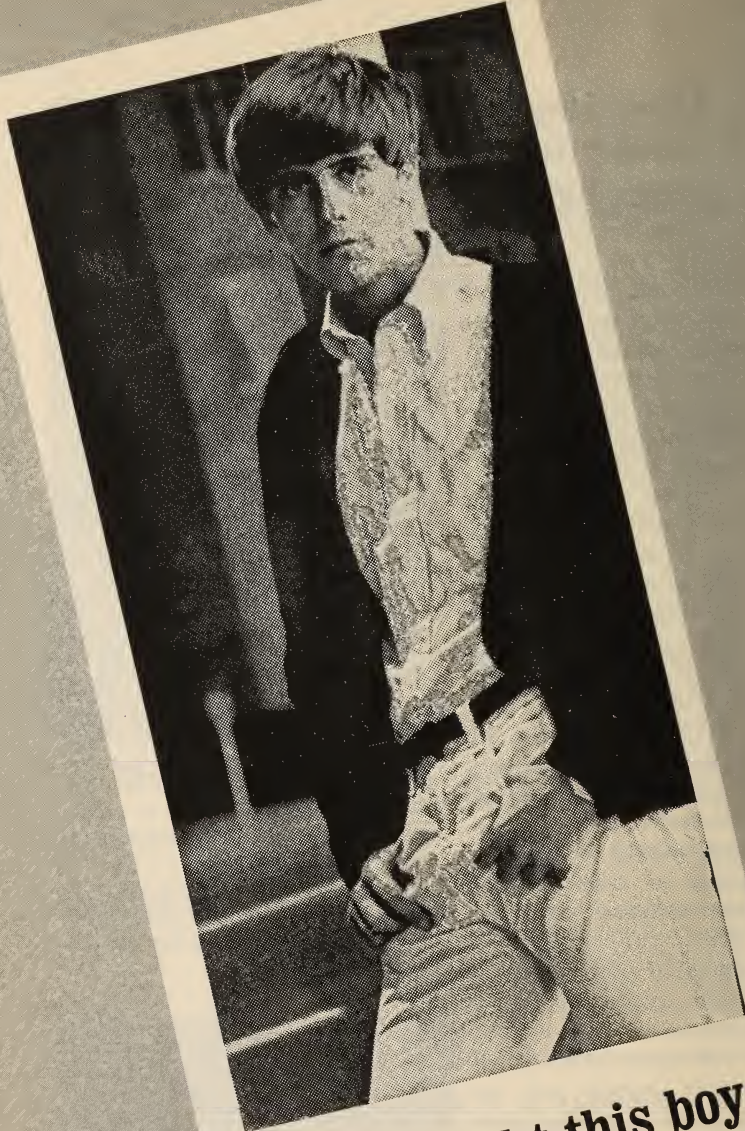
Each is vulnerable to this insidious disease—alcoholism. A disease that can finally cause him to lose his job, his friends, his family and his self respect.

This man is worth saving now!

You can help.

To find out how, mail this coupon to the Alcoholism and Drug Addiction Research Foundation, a public service agency of the Province of Ontario. They are working with business and industry in the early discovery and bringing to treatment of the alcoholic.

A.R.F.		ALCOHOLISM AND DRUG ADDICTION RESEARCH FOUNDATION
		AN AGENCY OF THE PROVINCE OF ONTARIO
Addiction Research Foundation, Box 1665, Terminal A, Toronto, Ontario		
Send me the facts about alcoholism in business and industry.		
NAME	
STREET	
CITY	



**Who taught this boy
to drink?**



**Are kids today as wild
as we were?**



ALCOHOLISM & DRUG ADDICTION RESEARCH FOUNDATION

344 Bloor St., West
Toronto 4, Ontario

